



## KC BizCare – Business Customer Service Center

**DATE:** August 2, 2013

**TO:** Richard Usher, Assistant City Manager for Small Business & Entrepreneurship

**FROM:** John Pajor, KC BizCare

**SUBJECT:** Monthly Report – June 2013

On June 27 the City Council's Small Business Committee convened their first meeting since they concluded their first round of hearings and issued a report to the full council in December of 2011. The June meeting was held at OfficePort in the Crossroads District with a focus on gathering feedback from high tech startup firms.

The Committee received testimony from three entrepreneurs, the co-chairman of the Mayor's Bi-State Committee on Innovation, representatives of the Justine Petersen Microloan agency and others about the state of the tech ecosystem in Kansas City.

There have been many important developments for the entrepreneurial community in Kansas City since Mayor James formed the Small Business Committee in June of 2011. Some of the achievements mentioned during the hearing include:

- Justine Petersen has closed on 80 loans to small businesses with a value of approximately \$500,000
- The KCMO Finance Department implemented RevKC – an online portal for business license registration and the collection of municipal taxes
- The Business Process Management Team was formed to promote interdepartmental collaboration that can help streamline processes and increase sharing of information
- New programs to support tech startups such as LaunchKC and the Digital Sandbox are underway

SightDeck is the very first company to benefit from the LaunchKC initiative. Through that program they received affordable office space and high speed broadband service at a central location in Union Station. Clint Wynn of SightDeck told the committee that with the opening of the Digital Sandbox in Union Station this historic facility has become an important hub of high tech activity. Wynn said the interaction amongst artists during the monthly First Friday events provides a model for the kind of collaboration that can also take place between tech entrepreneurs in Kansas City.

Nathan Benjamin of the firm PlanetReuse said new companies feed off each other's energy. Benjamin's firm is a tenant of the Think Big Partners business accelerator the Crossroads. In addition to support they have received from being a member of the accelerator they have also benefited from their relationship with the Pipeline mentoring program. PlanetReuse is one of 24 companies competing for the Wall Street Journal's Startup of the Year Award.

Mike Burke, an attorney and the co-chairman of the Mayor's Bi-State Innovation Team, testified that although Kansas City has made much progress there is important work that needs to be done to improve our competitiveness. Seven of the eight states that border Missouri have angel tax credit programs in place. The existence of angel tax credits can be a significant factor on where new firms choose to locate. Missouri does not have an angel tax credit program and a measure to create a program was defeated in the most recent session of the Missouri legislature.

Mr. Burke also cited the fact that a group of private investors and governmental agencies in St. Louis recently created a \$100,000,000 venture capital fund as a resource for firms in that part of the state. He said the capacity exists in Kansas City to create this type of fund which would be a significant "21<sup>st</sup> Century tool" to help support growth companies in Kansas City.

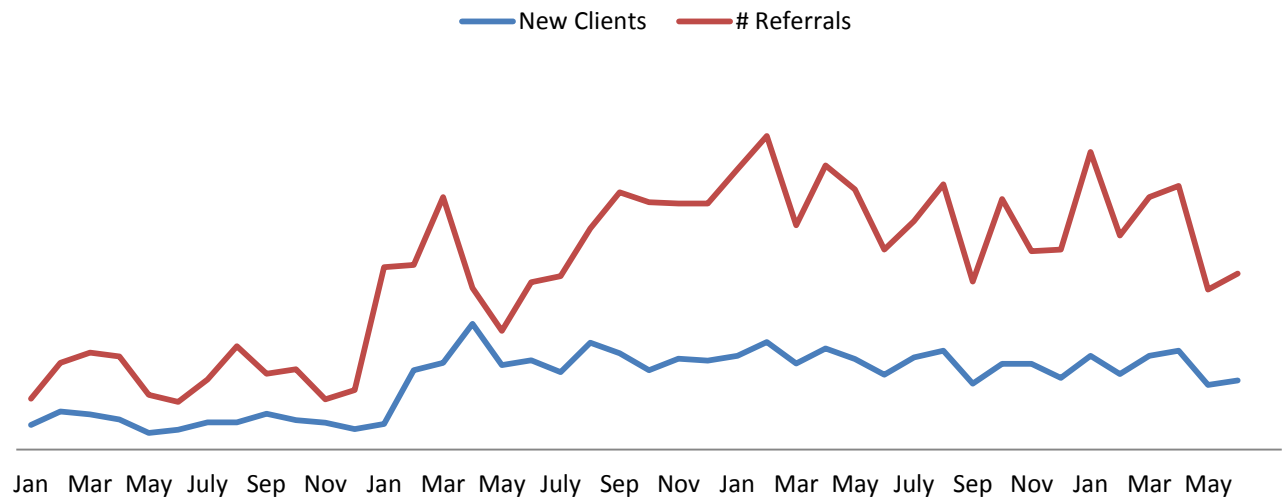
We enjoyed the opportunity to participate in this important dialogue about entrepreneurship in Kansas City and we were fortunate to provide a brief presentation about our services. We look forward to future discussions that will be sponsored by the Committee.

Networking Contacts		June 2013
Entity		Date
Kauffman Foundation - 1 Million Cups		6/5/2013
Edward Lowe Foundation		6/6/2013
Kansas City Public Library		6/11/2013
Downtown Council		6/12/2013
Kauffman Foundation - 1 Million Cups		6/19/2013
Urban Summit		6/20/2013
American Planning Association		6/20/2013
Real Estate Investor's Group		6/26/2013
City Planning & Development		6/27/2013
City Council - Special Committee on Small Business		6/27/2013
City of Independence		6/28/2013

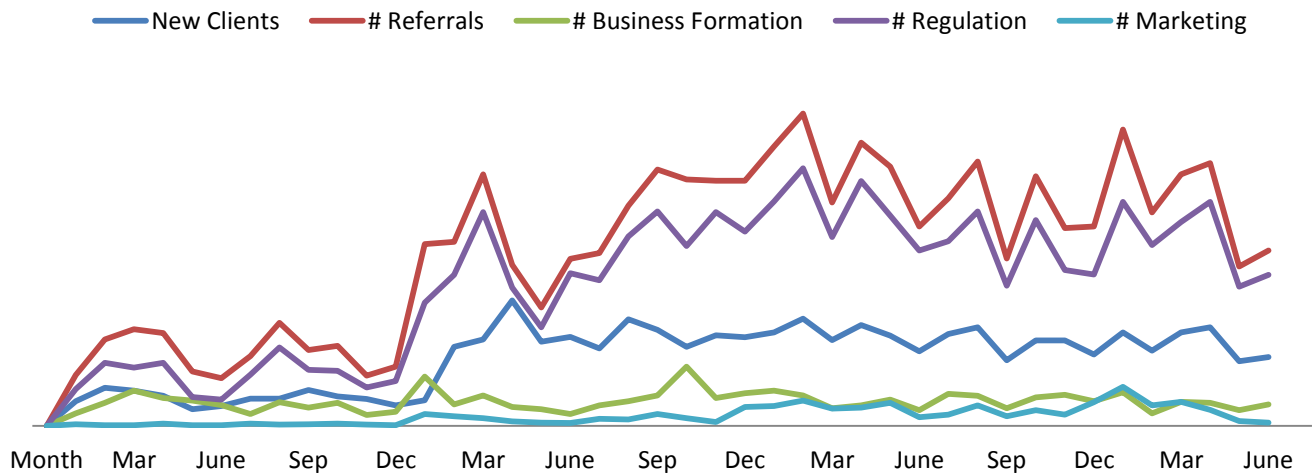
Month	New Clients	First Time in Business	%	Home-based Business	%
August	200	22	11.0%	77	38.5%
September	180	56	31.1%	56	31.1%
October	148	40	27.0%	47	31.8%
November	170	45	26.5%	45	26.5%
December	166	48	28.9%	41	24.7%
January	175	59	33.7%	55	31.4%
February	201	86	42.8%	72	35.8%
March	161	72	44.7%	61	37.9%
April	189	87	46.0%	70	37.0%
May	169	81	47.9%	62	36.7%
June	140	62	44.3%	55	39.3%
July	172	70	40.7%	50	29.1%
August	185	69	37.3%	54	29.2%
September	123	56	45.5%	39	31.7%
October	160	65	40.6%	52	32.5%
November	160	45	28.1%	41	25.6%
December	134	52	38.8%	31	23.1%
January	175	79	45.1%	65	37.1%
February	141	72	51.1%	48	34.0%
March	175	62	35.4%	65	37.1%
April	185	76	41.1%	65	35.1%
May	121	54	44.6%	43	35.5%
June	129	64	49.6%	52	40.3%
	3759	1422	37.8%	1246	33.1%

Referrals to City, State, Federal Departments & Resource Partners - April 2013		# of
Entity	Type of Referral	Referrals
<b>City Departments</b>		
City Clerk's Office	Regulatory	1
Finance - Business Licensing	Regulatory	63
General Services - Procurement	Business Formation	1
Health - Food Protection	Regulatory	2
Neighborhood & Community Services - Regulated Industries	Regulatory	2
Planning & Development - Building Codes	Regulatory	1
Planning & Development - Development Management	Regulatory	1
Planning & Development - Home-based Business, IB # 117	Regulatory	52
Planning & Development - Permits Division	Regulatory	8
Planning & Development - Zoning Clearance	Regulatory	114
Public Works - Solid Waste	Regulatory	1
<b>State Departments</b>		
Missouri Dept of Labor and Industrial Relations	Regulatory	1
Missouri Dept of Revenue	Regulatory	10
Missouri Secretary of State	Regulatory	15
<b>Federal Departments &amp; Agencies</b>		
IRS Small Business & Taxpayer Information	Regulatory	12
US Copyright Office	Business Formation	8
<b>Resource Partners</b>		
5008 Construction Incubator	Business Formation	1
American Red Cross First Aid and CPR Training	Business Formation	1
Artist Inc KC	Business Formation	1
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	11
First Step Fund	Business Formation	1
Hispanic Economic Development Corporation	Business Formation	1
Internet Webpage	Business Formation	9
Justine Petersen Micro-lending Program	Business Formation	5
Kansas City Downtown Council	Business Formation/Marketing	1
KCSOURCELink	Business Formation/Marketing	1
Midwest Center for Nonprofit Leadership	Business Formation	1
Missouri PTAC	Business Formation/Marketing	1
Northeast Kansas City Chamber of Commerce	Business Formation/Marketing	1
OfficePort	Business Formation/Marketing	1
WikiKC	Business Formation/Marketing	1
<b>Total Referrals:</b>		<b>329</b>

### New Clients and Referrals by Month 2010 - 2013



### Type of Customer Assistance



<b>Active Clients June 2009 - Dec 2010</b>	<b>471</b>	<b>542</b>	<b>608</b>	<b>664</b>	<b>695</b>	<b>732</b>	<b>783</b>	<b>850</b>	<b>905</b>	<b>955</b>	<b>993</b>	<b>1041</b>
<b>Month of 2010</b>	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	95	162	181	174	102	89	131	193	142	150	94	111
Number assisted w ith business formation	23	43	66	52	47	39	22	44	34	43	20	26
Number assisted w ith regulatory/licensing	69	118	109	118	54	49	96	147	105	103	72	84
Number assisted w ith marketing	3	1	1	4	1	1	4	2	3	4	2	1
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails w ithin 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 weeks	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of netw orking events	9	9	3	8	6	5	5	5	6	7	7	4
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

<b>Active Clients Jan 2011 - Dec 2011</b>	<b>1189</b>	<b>1351</b>	<b>1586</b>	<b>1744</b>	<b>1871</b>	<b>2022</b>	<b>2117</b>	<b>2317</b>	<b>2497</b>	<b>2645</b>	<b>2815</b>	<b>2981</b>
<b>Month of 2011</b>	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	341	345	472	302	222	313	324	413	481	462	460	460
Number assisted w ith business formation	92	40	57	35	31	22	38	46	57	111	52	61
Number assisted w ith regulatory/licensing	231	283	401	259	185	286	273	355	402	290	401	364
Number assisted w ith marketing	22	18	14	8	6	5	13	12	22	14	7	35
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails w ithin 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 weeks	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	100%	100%
Number of netw orking events	7	4	9	2	6	7	9	13	9	10	13	10
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

<b>Active Clients Jan 2012 - Dec 2012</b>	<b>3156</b>	<b>3357</b>	<b>3518</b>	<b>3707</b>	<b>3876</b>	<b>4016</b>	<b>4188</b>	<b>4370</b>	<b>4493</b>	<b>4653</b>	<b>4813</b>	<b>4947</b>
<b>Month of 2012</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Number of referrals	524	586	419	531	486	374	427	496	314	468	371	374
Number assisted w ith business formation	66	57	33	38	49	29	60	56	33	53	58	46
Number assisted w ith regulatory/licensing	421	483	354	459	394	329	346	402	263	386	292	284
Number assisted w ith marketing	37	47	32	34	43	16	21	38	18	29	21	44
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails w ithin 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of netw orking events	4	20	18	8	11	16	7	11	7	8	14	7

<b>Active Clients Jan 2013 - Dec 2013</b>	<b>5122</b>	<b>5263</b>	<b>5438</b>	<b>5623</b>	<b>5744</b>	<b>5873</b>
<b>Month of 2013</b>	Jan	Feb	Mar	Apr	May	Jun
Number of referrals	556	400	472	493	299	329
Number assisted with business formation	63	23	45	43	29	40
Number assisted with regulatory/licensing	420	339	382	420	261	283
Number assisted with marketing	73	38	45	30	9	6
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%
Number of networking events	10	10	7	17	11	11